



Program in St. Lucia  
Wednesday February 13th 2019



## About The Global Entrepreneurship Network (GEN Global)



The Global Entrepreneurship Network operates a platform of projects and programs in 170 countries aimed at making it easier for anyone, anywhere to start and scale a business. By fostering deeper cross border collaboration and initiatives between entrepreneurs, investors, researchers, policymakers and entrepreneurial support organizations, GEN works to fuel healthier start and scale ecosystems that create more jobs, educate individuals, accelerate innovation and strengthen economic growth. GEN helps celebrate, understand, support and connect entrepreneurs and those who champion them.

<https://genglobal.org/content/programs>

## About Startup Huddle St. Lucia



Startup Huddle St. Lucia is a free, monthly program designed to *Educate, Engage and Connect* Entrepreneurs. On the second Wednesday of every month, Entrepreneurs come together to pitch their startup, reveal challenges and crowdsource solutions. It is not a sales pitch, and it is not an investor pitch. When Entrepreneurs present, the goal is to have people understand what they do and some of the challenges and successes they have had in building their business.

Blog site - <https://startuphuddlestlucia.wordpress.com>

Event website - <https://startuphuddlestluc.wixsite.com/shsl>



## About The Young Leaders of the Americas Initiative (YLAI) Program



The Young Leaders of the Americas Initiative (YLAI) builds linkages between young leaders across the hemisphere. YLAI addresses the opportunity gap for youth, especially women, by empowering business and social entrepreneurs with the training, tools, networks and resources they need to transform their societies and contribute more fully to economic development and prosperity, security, human rights and good governance in the hemisphere. Some of the Entrepreneurs who present at Startup Huddle St. Lucia may be eligible to participate in this program. See link below for eligibility requirements.

<https://ylai.state.gov/about-ylai>

## About SLUDTERA



Host of the Startup Huddle St. Lucia Program – SLUDTERA is a social enterprise with a mission to improve communities, provide people access to employment, and to help the environment through education, training, and entrepreneurship. SLUDTERA will accomplish this goal by working in collaboration with businesses, units of government, educational institutions, labor and community-based organizations. SLUDTERA Michelle merges the missions of GEN and YLAI and bring them to light for the St. Lucian Entrepreneurial community with Startup Huddle St. Lucia.

<https://sludtera.wordpress.com>



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## February 13th 2019 Agenda

- 9:30 am - 9:45 am** Prayer and Welcome.
- 9:45 am - 9:50 am** Presentation of certificates to last month's Presenters
- 9:50 am - 9:56 am** **Startup Presenter: Evolution PR Management**  
-Founder, Vanetta Phillip
- 9:56 am - 10:16 am** Q&A with the Expert panelist and Audience.
- 10:16 am - 10:24 am** Announcements
- 10:24 am - 10:44 am** **Speakers : "My YLAI Experience"**  
-2016 to 2018 YLAI Alumni members
- 10:44 am - 11:00 am** Presentation on the YLAI Program with Q&A Session. U.S. Embassy, Bridgetown
- 10:00 am - 11:05 am** Vote of thanks.
- 11:05 am - 11:30 am** Networking and media interviews. Refreshments.

## About the Startup & the Entrepreneur



### Entrepreneur: Vanetta Phillip

Driven, Disciplined, Ambitious yet Humble. My goal is to maximize my skills as a young professional and assist other professionals to meet their goals and create the success that they envision for their own companies. I am a Public Relations Specialist and I do have other skills I have obtained over the years. I enjoy creating environments of productivity and meeting the goals of my clients. #EntrepreneurAtHeart



public relations, social media, for creatives and small business

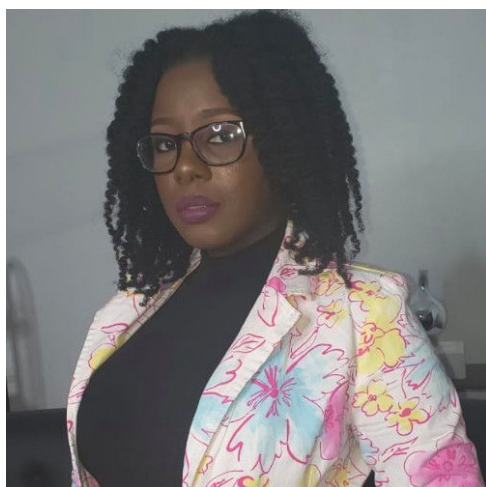
### Company: Evolution Public Relations Management.

We are the small business person's personal PR Department. We establish an online presence for any artist we represent. As managing and running a small business can be time consuming, we take care of all the

Public Relations needs of the business inclusive of social media management, producing necessary correspondence to clients and assisting the business in establishing themselves in the markets they are in. We also work with creatives to establish their reach to their fans and potential fans. Our growth plan over the next 18 months includes establishing a strong market share regionally.

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## Startup Huddle St. Lucia Expert Panel Biography



**Delia Louis**

**Expert Panelist,** Delia Louis is an award-winning Media and Marketing Professional with over 12 years of solid experience in the areas of Media, Marketing, Public Relations & Communications, Event & Project Management, and Arts.

Ms. Louis holds a Postgraduate Diploma in Business & Marketing Strategy and an Undergraduate Diploma in Journalism (with Public Relations). She also holds a Level 3 Diploma in Media Studies (with Advertising) and Certificates in Social & Digital Media Marketing.

**Academic Interests**–Marketing (Social Media & Consumer Behaviour)

**Languages of Interest**– Spanish, French, German

### **Prizes & Awards**

- Audition/ Event Management Award
- Best Regional Showcase Award
- Media Awards on Water–Second Place
- Photography Award

**Affiliations**– Caribbean Performing Arts Federation (C-PAF)

Music Model Talent Showcase (MMTS)

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## Previous Startup Huddle St. Lucia Presenters

Samuel Lubin (YLA1 Network Member & GEN Member)

### KL Productions

KL Productions, a music catering company will supply profitable and live entertainment and also writing service.

Johannan Dujon (YLA1 Alum, YLA1 Network Member & GEN Member)

### Algas Organics

Algas Organics is a Caribbean manufacturer of natural agricultural & gardening inputs. We are currently based in Dennery St. Lucia.

Jessica Alexander (YLA1 Network Member & GEN Member)

### Sa Nou (St. Lucia)

Synergistic Island Lifestyle Brand Curative Showcasing & Promoting Quality 100% Genuinely Authentic, Novelty Artisan St Lucian Products, Talents & Services.

Vernon Jean (YLA1 Network Member & GEN Member)

### Easy Click Market

St. Lucia's Market place see products listed on [EasyClickMarket.com](https://EasyClickMarket.com) and purchase them with your debit or credit card.

Eliza Francis-Victor (YLA1 Network Member & GEN Member)

### Ti Mamai Events & Playroom



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Ti Mamai Events aims to ensure that our children have events that cater to them in child friendly and safe environments. We host fun days on unique themes

**Mylica Amedee (YLA Network Member & GEN Member)**

### **Melly's Mix It Up**

Melly's Mix it up specializes in the mixing of fruits, vegetables, ice cream, chocolate, and coffee to bring you the best smoothies and many other treats.

For more details on each Entrepreneur and his/her business or social enterprise, please visit <https://sludtera.wordpress.com> and go to our **Entrepreneur Directory** (bottom right panel).

**Want to find out more about Startup Huddle St. Lucia? Connect with an Ambassador near you**

Dennerly - Samuel Lubin - [slubinshsl@gmail.com](mailto:slubinshsl@gmail.com)

Gros Islet - Josia Billy - [jbillyshsl@gmail.com](mailto:jbillyshsl@gmail.com)

Castries - Kennedy Austin - [kaustinshsl@gmail.com](mailto:kaustinshsl@gmail.com)

Trois Piton - Kevin Morris - [kmorrisshsl@gmail.com](mailto:kmorrisshsl@gmail.com)

**Are you interested in becoming a Startup Huddle St. Lucia Ambassador? Apply today right here**

<https://startuphuddlestlucia.wordpress.com/apply-to-be-an-organizer>





## Startup Huddle St. Lucia Program Partners and Sponsors



*Educate, Engage, Connect*